

WL-CFA SC Communications Plan

Introduction:

The Woodlot Licence and Community Forest Agreement Safety Committee (WL-CFA SC) will be required to communicate effectively on several levels regarding its initiatives and its progress. Along with a brief outline of the WL-CFA SC objectives, this document will summarize WL-CFA SC communication objectives, strategy, target audiences, tactics and timing.

Objectives:

To raise awareness of key safety issues relevant to small and medium tenure holders, identify tools, resources and potential solutions that are effective in improving safety performance and health of people.

Strategy:

The WL-CFA SC will be using various strategies to support effective communications across the province and among its members. The messaging will be kept simple, easy to understand, non-judgmental, informative, fact-based, and supported by proof statements and statistics where possible. All tactics will be kept simple and easy to use for individuals, operators, companies of all sizes and other industry bodies. Tools, resources and potential solution will be meaningful and relevant to achieving the intended goal of eliminating injuries and fatalities.

Audience 1- WL-CFA SC Group

This group will communicate among itself via email where possible, and will also meet face to face during the period this group is active. Action items will be tracked, and tasks for individuals will have deadlines.

Audience 2- WL and CFA Holders

Communications developed by the WL-CFA SC will largely focus on this audience as it is the primary target for outreach and safety performance improvement.

Audience 3- Industry Members

As the WL-CFA SC moves forward and its focus becomes clearer, it will be important to involve and/or inform key players at the front end and keep them engaged throughout the process. The target audience is:

- Truck Loggers Association
- Interior Loggers Association
- NW Loggers Association
- WSCA

- Consulting Foresters of BC
- Applied Biologists
- ABCFP
- COFI
- CFPA
- Larger Licencees
- UBCM
- FP Board

Audience 4-Government and Regulatory Agencies

Provincial agencies and government have a key role in regulating and monitoring practices that occur within woodlots and community forests. As result it is important these the following groups are aware and kept up to date on the activities of the WL-CFA SC.

- Local Governments
- MFLNRO
- BCTS
- WSBC
- MOTI
- CVSE

Tactics:

The WL-CFA SC will use a variety of timely tactics to engage the groups above during the development and dissemination of information. This may include:

- Key messages
- Articles
- Tools and resources
- Backgrounder
- Stats sheet
- Prototype letter
- Briefing document (including all of the above tactics) to Communications contacts in Government:, Forestry and Premier's Office, chiefs of staff and other gov. contacts with file responsibilities relating resource road safety.

Delivery of tactics

i.e. Personal delivery (i.e. power points), hard copy and web/online access to materials to maximize access and usability.

Possible future tactics that might be considered later:

- TBD

Key Messages

These will be consistent with and in support of the WL-CFA SC Terms of Reference and may cover:

- Safety issue/aspects
- Regulations, requirements
- Unique impacting factors
- Training, tools and resources
- WL-CFA SC and industry initiatives to continuously improve safety relevant to the target audience

Timing of materials

Look to have at a minimum, one communications piece per quarter or as significant milestones are met.